

**Subject:** CCA Delivers: Homelessness Policy Committee, Big Jump and more  
**From:** "Central City Association" <toh@ccala.org>  
**Date:** 06/29/2017 03:43 PM  
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[Image](#)

**June 29, 2017**  
CCALA.org

Image

- Homelessness Policy Committee
- The Big Jump
- City Council's Budget and Finance Committee
- Sofia Project's Zoning Administrator Meeting

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**CCA Events**

Thursday, July 20  
11:00 a.m. - 1:30 p.m.  
**TRANSPORTATION PANEL &  
SHOWCASE: DOWNTOWN MOBILITY IN THE  
DIGITAL AGE**  
Millennium Biltmore

Wednesday, July 26  
5:30 - 8:30 p.m.  
**ELECTED OFFICIALS RECEPTION**  
La Plaza de Cultura y Artes

**Member Events**

Friday, July 14  
8:00 a.m. - 3:00 p.m.  
**DESIGN FOR DIGNITY 2 - HOSTED BY AIALA**

Topics: SB-743, Report on LA Parking Reform,  
LADWP SummerShift Program

Special Guests:

(Open to Business Advocacy, Executive and  
Premier Members Only)

Thursday, July 13

11:45 a.m. - 1:30 p.m.

EXECUTIVE COMMITTEE MEETING

WITH KATHRYN BARGER

(Open to Executive Members Only)

## Homelessness Policy Committee

Members heard about two programs they can  
get involved with to help end homelessness.

1. [Skid Row Housing Trust](#) (SRHT)  
presented their [Building Benefactor  
program](#), which encourages  
organizations and individuals to adopt  
one of their permanent supportive  
housing buildings. SRHT has 27  
properties, primarily in the Downtown  
area, that service about 2,000 people per  
year. The intent of the benefactor  
program is to help pay for services at the  
building and form a partnership among  
the private sector, SRHT and the building  
residents. The benefactor program is at  
least a one-year commitment and a  
minimum contribution of \$12,000. CCA  
members who are interested in  
participating in the program can receive  
signage and media recognition as well as  
curated volunteer opportunities.
2. **HomeAid** discussed their work to bridge  
the private sector to the homeless  
service provider community. HomeAid  
partners with homeless service providers  
who are building or have an existing  
homeless services facility that needs  
additional support from the builder

community. HomeAid has strong relationships with developers, construction companies and architects who donate their time, material and expertise.

**Los Angeles Homeless Services Authority**

(LAHSA) gave a presentation on the [2017 Homeless Count results](#), which showed a 20% increase in homelessness in the City even though 9,354 were people placed into permanent housing in 2016. The increase in homelessness is not a surprise to most people. However, one of the most alarming statistics is that about 8,000 people were homeless for the first time this year. In addition, Council District 14 had the largest increase in homelessness overall.

Here are some facts about the count:

- The survey is based on a 5,000-person sample and done annually during the last ten days of January.
- This year's count was the first time that HUD mandated a count of the youth homeless population. USC was a statistical partner in the count this year.
- The street count takes place at night and the youth count during the day.
- A lot of the sensitive demographic information is based on survey responses. For example, substance abuse disorders and mental health are both self-reported via survey.

CCA thanks **Anne Dobson**, SRHT; **Michael Foley**, Home Aid; and **Josh Decell**, LAHSA

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## The Big Jump and PlacesForBikes Conference

**Jessica Lall**, CCA's CEO and President, attended the [PlacesForBikes conference](#) in Madison, Wisconsin, to meet with top thinkers from cities and across the U.S. who are making improvements to bicycle infrastructure. Lall was there with Seleta Reynolds, GM of LADOT, as part of the Los Angeles team to kick off [PeopleForBikes' Big Jump Project](#).

The Big Jump Project picked neighborhoods in 10 cities with the goal of doubling or tripling bike ridership in those areas over the course of three years. DTLA was one of the 10 areas selected out of a pool of 80 applicants and will receive \$200,000 annually for technical support. We are excited that this grant will make DTLA a laboratory for innovation and an example of how a city can tap into bicycles to improve the health and vitality of a neighborhood.

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## City Council's Budget & Finance Committee

CCA spoke at the City Council's Budget & Finance Committee regarding **Wells Fargo** and their partnership with the city of Los Angeles. CCA shared with committee members that Wells Fargo is an active and important member of the Downtown community and has made a clear commitment to small business. For example, in 2015 Wells Fargo extended \$6.1B in small business loans to California business owners.

CCA will continue to advocate for our banking members and proactively engage in policies that may impact their operations.

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## Sofia Project's Zoning Administration Hearing

CCA spoke in support of **Holland Partners'** Sofia project at its Zoning Administration hearing this week. Sofia secured Grocery Outlet as their anchor tenant, which will provide a much-needed amenity to the neighborhood. When the second phase is done, the project will also provide 606 housing units close to public transit. The project was approved.

### Image

"With LA being a congested city as well as facing a severe shortage in housing, we think TODs are a way to address and connect both housing and traffic issues." - Jessica Lall, CCA President and CEO  
Bisnow. [Battling Traffic Congestion Demands Short- And Long-Term Solutions](#). June 25, 2017

"We know the rental rates in L.A. are at a historic low and the housing shortage is at the root cause of our affordability crisis,' [Shane] Phillips said. Phillips said the vacancy data would go a long way 'toward debunking anti-housing arguments about the occupancy of newly-built buildings.'"

WCCO 3. A stimulus to restore some data in favor

[building in L.A. and a schmoozer in the skyline.](#)

June 24, 2017

18 Social opens on June 30 at [Hotel Indigo](#).

Eater. [Downtown LA's 18 Social Lounge Score](#)

[Some Serious Skyline](#). June 27, 2017

KPCC. [Downtown LA streetcar could open in](#)

[2021 - if it gets needed funding](#). June 28, 2017

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Relevant Group

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Central City Association of Los Angeles

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Line"**

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